CLAIMS

1. A method for delivering an on-demand content product from a head end to a plurality of remote users in which each of the users interactively controls the product from a product record, including the steps of:

storing at said head end said product in a random access memory;

storing in memory an address of each user associatively with an identifier code of said content product and a use limit value;

addressing said random access memory in a sequence respectively dictated by control signals generated by each of said plurality of users in order to generate a data stream of said product particularized to interactive control signals generated by each of said plurality of users including control signals to stop and start said data stream;

transmitting said data stream to each of said plurality of users;

blocking transmission of said data stream to a user when the use limit value stored in said storing step is reached or exceeded.

2. A method for delivering an on-demand content product from a head end to a plurality of remote users in which each of the users interactively controls the product, including the

steps of:

storing at said head end said product in a random access memory;

storing in memory an address of each user associatively with an identifier code of said content product and a use limit value;

addressing said random access memory in a sequence respectively dictated by control signals generated by each of said plurality of users in order to generate a data stream of said product responsive to interactive control signals generated by each of said plurality of users including control signals to stop and start said data stream;

transmitting said data stream to each of said plurality of users;

blocking access to said data stream to a user when the use limit value stored in said storing step is reached or exceeded.

3. A method as in claim 1 wherein said limit value establishes an elapsed time limit.

4. A method as in claim 2 wherein said limit value establishes an elapsed time limit.